



Smarter Consulting: How to start up and succeed as an independent consultant

Mike Johnson

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'This is a practical and essential guide for anyone contemplating establishing their own business. Johnson captures all the key elements which allow a successful transition and is very clear about what can send you off track. Grounded in common-sense and humour.' Norman Walker, former global head of Human Resources for Novartis, now an independent senior executive coach and consultant on leadership. I wish this book had been available when I began my independent career. There's only one word for it PRICELESS!!!' Shay McConnon, psychologist, trainer, coach and mentor. Chances are that if you've picked up this book you are at least thinking about taking the big step of going it alone. Well, you've come to the right place. This book is about both getting you ready to be a successful independent consultant and, once you're set, developing your business and staying the course. Many go-it-alone consultants fail within two years, so if you're serious about becoming a successful independent you'll need all the help you can get. Smarter Consulting offers you practical, hands-on advice from people who've been there and who have survived to tell the tale. Smarter Consulting will talk you through everything you need to do to get started from the planning phases, to selling your business offer to setting up your own business. You can also find out whether you're cut out for independent consultancy with its unique self-assessment quiz so that you can test the water before you take any risks. Smarter Consulting will give you all the essential guidance you need on every aspect of setting up as an independent consultant including: * How do I market myself? * How can I get repeat business from my clients? * How do I win new clients? * What should I charge and what do I need to do to make sure I get paid on time? * When can I put my prices up? * Can I work from home? * How much will I need to invest? * How shall I organise my time? If you never want to work for somebody else again, you need Smarter Consulting

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